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(54) Title: BROADCAST MEDIA METADATA STRUCTURE (57) Abstract A broadcast media metadata structure is comprised of a number of metadata storage entities related to the media materials, concepts and services defined by the structure. The entities contain a number of storage elements which store metadata relating to a given storage level, and relate to attributes or characteristics of the entity, the storage levels are arranged in a number of mutually consistent hierarchical or non-hierarchical relationships with the storage level at each level above the lowest level relating to the metadata of the immediately lower level. A number of levels of business entities each have business elements related to business metadata. The business elements are linked to the media metadata stores at a storage level appropriate to the business metadata.		